

# Impact Report

A Year of Breakthrough Results

2021



Seeing the results of dedication to  
**Health, Family, and Community in 2021**

# A Message from Zen

To Our Dear Friends and Supporters,

This year has been a year where we have seen the results of many years of consistent dedication. Over the past nine years, Moms Across America has been focused on empowering millions to educate themselves about GMOs, glyphosate, toxins in the environment, solutions, and actions to create healthy communities.



Moms Across America has increased awareness, purchases, and access to organic food. Numerous reports have shown an explosion of organic food purchasing in 2021, and now more than ever, we see the public using food as medicine, seeking out natural remedies, even growing their food and homesteading, as my family did this year.



These have been times of radical upheaval. But as the Chinese show in their symbol for chaos, comprising two words, danger and opportunity, learning from danger can bring great opportunity. Radical change can also foster tremendous peace of mind, which I have discovered by finally "walking the talk," uprooting ourselves from suburbia, moving to land, getting a menagerie of fertilizer producing animals, and growing organic food with my family. Through this journey, we have expanded our reach by hundreds of thousands on social media and local connections, with new networks and simultaneously finding inspiration and hope.

I have also had the pleasure and honor to combat radical censorship by partnering with Children's Health Defense on their new LIVE TV platform this year. The show The Empower Hour with Zen Honeycutt has become the highlight of my week, working with a dedicated and unstoppable CHD and MAA team, bringing truth and empowerment to a global audience.

Thank you for the tremendous blessing of helping us continue to do this work. Thank you for being people we can partner with to create healthy, thriving communities and provide a safe future for future generations.

With Gratitude.

*Zen Honeycutt*

Founding Executive Director, Moms Across America



**"Honeycutt is a modern-day Rachel Carson. The mother of two glyphosate-injured kids, she has become one of Roundup's most vocal and effective scourges." -Robert F. Kennedy, Jr., environmental attorney and activist**

# Our Mission, Our Purpose, Our Motivation

**Moms Across America educates and empowers mothers and others with actions and solutions to create healthy communities.**

*"We don't need more leaders. We just need a whole heck of a lot of people making sure everyone else is alright." —Jayde Adams, Comedienne, "Serious Black Jumper", Amazon special*

At Moms Across America (MAA), we have always supported leadership and empowerment. But when you get down to the basics, which many have been doing due to COVID and a reassessment of values, you don't have to be a leader to take care of others. When mothers and our community members are empowered, they take care of each other. It comes naturally to us. Taking care of our community members, making sure they are alright is something Moms Across America has been fostering in 2021. Our dozens of bi-weekly Monday night [Moms Connect Calls](#), articles and eblasts, campaigns, and partnership promotions have focused primarily on reinvigorating local community connection and family empowerment.



For instance, this year, we launched the [Future Moms Resource page](#), inspired and instigated by a team of dedicated volunteer Moms, to support new moms and Mom-to-Be when they visit our website. The resources are abundant and holistic in their perspective, something many of our supporters would be proud to share with their sister or best friend.

One of the other actions we have focused on for many years is getting [Roundup off the shelves](#) in local stores. This year Bayer announced just that. Although it won't be until 2023, chemical companies see that their deceptive tactics to continue selling poison must be readjusted or retired to stay in business. The selling of their airport hangar, closing of manufacturing units, and continued loss of lawsuits reminds us of how important your support has been in enabling us to continue speaking up, raising awareness, and holding corporations accountable.



We have continued to hold regulatory agencies and politicians to account nationwide. While our primary focus is on individual and collective consumer power, we cannot ignore the responsibility of the regulatory agencies and elected officials. In 2021 we petitioned, joined, and collaborated on several campaigns with numerous organizations. We signed Amicus Briefs and letters regarding opposition to GE trees, wireless technology antennas, GMO mosquitoes, glyphosate use, mandates,



heavy metals in baby food, and more. We collaborated with Healthy Babies Bright Future, Children's Health Defense, Environmental Health Trust, Americans for Responsible Technology, GMO Free Florida, 5G Free California, Heartland Health Research Alliance and more. Collectively, we produced results.



Our friends at EHT and CHD won their lawsuit against the FCC for safer wireless radiation regulation. With our partnership in promoting the excellent [TechSafeSchools](#) program education technology directors are adjusting the power and reducing radiation exposure to students. Speaking up about exposure to wireless radiation and its hazards continues to be an important focus of our work. As a result, safer, faster, and more secure fiber optics technology is increasingly becoming the go-to for cities and technology experts.

The CA EPA's Office for Environmental Health Hazard (OEHHA) is finally assembling the words for more transparent labeling on Roundup, and our organization and supporters made sure to let them know what the label should say.



After public pressure from organizations such as ourselves, even the Canadian government decided not to kowtow to Monsanto's pressure and delayed raising the MRLs of glyphosate on food. This was a huge win. The Canadian government even invested heavily into increased regulation policy and providing alternative, safer methods for Canadian farmers.

We are grateful to be able to continue to demand integrity, and we have heard from the innermost contacts at regulatory agencies that our work makes a difference. So thank you.

**“Pay attention to what makes you angry. That’s your issue choosing you.” – Dr. Lisa Chamberlain, Stanford School of Medicine**

# Social Media Numbers



"There is no power for change greater than a community discovering what it cares about." -- Margaret J. Wheatley

Social media in 2021, like so many other things we had begun to assume we understood, required a second look. MAA has always relied on various social media platforms to communicate with our moms. However, with all of the platform changes, censorship, and discussions of burnout with social media in general, MAA decided to delve into our members' wants, needs, and actions regarding social media.

Here is what we found and what you need to know. While most of our peer organizations decreased in size, we grew our overall audience this year by 1.4%. Some of our platforms got more use than others and grew by more significant numbers than others. We also created a new TikTok channel this year, which had significant growth with nearly 15,000 followers and hundreds of thousands of views, comments, and shares. What sets MAA

apart from any other organization on social media that lives in the same non-toxic lifestyle space that we occupy is follower engagement.

This engagement is a direct result of our passion and dedication to our families, which comes from an unstoppable and limitless source- love. We believe this is the secret to our (meaning mothers everywhere) success and much of the progress in improved quality of life around the world.

Profile ^	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> Jan 1, 2021 - Dec 22, 2021	<b>94,830</b> ↗ 1.4%	<b>1,974</b>	<b>1,375</b>	<b>3,330,792</b>	<b>232,497</b>	<b>7%</b>	<b>167,154</b>
@yesmaam74	7,654	-162	287	152,144	4,692	3.1%	406
Moms Across America	68,020	110	601	2,540,152	191,933	7.6%	84,191
momsacrossamerica	19,156	2,026	487	638,496	35,872	5.6%	82,557

Engagement in social media terms means the response you get from your membership to what you post online. It means that when you look at other organizations posting about similar information as MAA, but organizations that are all significantly larger than MAA, our membership is more engaged. It's the difference between merely being on a mailing list and being part of a community. Our friends and followers discuss more, share more,

like more, comment on more, and act more on what is posted. We interact more with each other as information is shared. Moms Across America supporters are a more engaged group - more engaged with the knowledge and each other. It tells us that we are doing what we have set out to do - serve you. We are providing you with information that makes you think - and act. It tells you to value and trust us enough to look at and seriously consider

the information we offer - not just click past it. The engagement of our friends means the world to us. Thank you.

**“Legislators are more afraid of mothers than any other grassroots groups.”**  
-- CA legislator





# Raising our Collective Voice through Direct Advocacy

As we came together in 2021, we spoke loudly, making ourselves heard on matters we supported and didn't support. We celebrated wins and shared the complex, sometimes impossible, news that no one wants to hear. All from love, all with an eye on the future of our children.



One way that we spoke up was with the **One-Click Advocacy** tool. We created monthly campaigns, which lead to nearly 20k unique advocate actions. While our number of participants was not as high as we had hoped, many of our supporters expressed appreciation for how easy it was to reach the Senators and various targets.

Our One-Click campaigns focused on a few key areas where we aim to make a positive impact over the next several years on our nation's health and safety:

- ✓ First, we focused on making our food supply safer by pushing for the removal of glyphosate from retail shelves, revoking the license to sell glyphosate, adding cancer warnings on glyphosate products, and strengthening the testing of baby food.
- ✓ Second, we focused on making our schools safer by removing harmful wireless radiation in the Post-COVID classrooms.
- ✓ Third, we focused on reproductive harm from toxins such as glyphosate, which has been shown to cause congenital disabilities.
- ✓ Fourth, we focused on the environmental effects of glyphosate, atrazine and simazine and others, such as reducing pollinators that are critical to crop production.
- ✓ Fifth, we focused on ensuring that people have informed consent and choice regarding the proliferation of potentially dangerous new technologies.

Although our advocacy efforts did not revoke the license for glyphosate in the USA, our efforts have resulted in more people becoming aware of the health and environmental issues with widespread glyphosate use around the world.

We believe that our efforts are making a dent in the industry's armor, which perpetuates the use of toxic and harmful chemicals. It is clear, these industries have no choice but to find safer solutions.



***“You and the leaders of other organizations are all an inspiration for me to keep doing my small role in what seems like an endless uphill battle. Thank you for your continued energy and intelligence in moving us forward.” - Hillary Z.***

## MAA Community - At Home and Abroad

A community is often defined as a group of people living in the same place or having a particular characteristic in common. While the geographic importance of supporting your local community is something MAA has always been about, 2021 made us double down on the importance of our local community while simultaneously realizing the importance of and the undeniable connection to our global community. If we were ever shown the reality of the statement “we’re all in this together,” it was this past year.

*“Thank you for your informational flyers. I just sent one to 130 families in my parents group in Australia.” - Kathryn W.*

This year MAA found common ground with partners across the globe, all uniting around our concern for the health of our communities and the health of the planet. Together we shared information, spoke to power, and rallied together to share a shared vision of a healthy future for all. We lost sense of boundaries as we shared concerns, insights, and solutions with moms and others across the United States and Canada across Europe, Australia, and Japan.



In 2021, Moms Across America continued to collaborate with Green Coop Japan members. Due to the nine-city book tour in December of 2019, sponsored by Green Coop (400,000 members) along with presentations before several other coops with over a million members, and new connections made in 2020, this year, we added on more extensive collaboration with Global Truthers, Mama Angels of Japan and Organic Food for Schools of Japan.

Mama Angels of Japan is a group of dedicated mothers with support from the owner of a TV station with a lengthy standing political background, who sees that mothers, along with media support and political collaboration, are the way to lead our societies in the right direction. Mama Angels’ goal is to gather 27 million mothers, a group that would be larger than any political party, to champion healthy food and policies that protect the children and future generations.

The Food for Children group, based in Okinawa, is focusing on schools first, but their goal is to have Japan be the first organic island country (Bhutan is the first organic country). Our collaborations consist of bi-monthly presentations, brainstorming, and coaching that Zen provides to the mothers and Japanese activists. As a result, in collaboration with the many dedicated activists in Japan, leaders, and groups in all 47 prefectures are now working to get organic food in schools.

***“We now have farmers groups, mothers, and leaders in all 47 prefectures in Japan with groups working to get organic food in schools.” - Yumi Yamakawa, founder of Food for Children and Grandmother.***



This is particularly important because due to Trump administration pressure and current Biden administration failures to regulate glyphosate residues, the allowable glyphosate levels have skyrocketed on Japanese grain imports. In 2018 the Japanese government allowed the increase of the Maximum Residue Levels (MRLs) of glyphosate on imported and local food to be the [highest reported MRLs in the world](#). The MRLs of glyphosate on some crops such as wheat rose 600% and were as high as 95% higher than what China allows. Clearly, urgent action to protect Japanese children is needed, and Moms Across America is honored to be a part of this endeavor.

Another reason the relationship with Japan is so important is that Japan owns the largest grain distribution center in the world, and is based in the USA. They distribute hundreds of millions of tons of American (predominantly GMO) grain from the midwest each year to China, Japan, Taiwan, Korea, and other countries. Therefore, the Japanese influence over our food supply is paramount to none. Next to American Moms, who buy 85% of US food, they have the greatest potential to transform the food supply. Our Executive Director has had the foresight to dedicate considerable time to fostering awareness and leadership in Japan, and this is the year we began seeing incredible results.



One of those results was the release of the new movie [People Protecting Food](#) featuring the former Minister of Agriculture of Japan, Masahiko Yamada. This extremely well-executed Japanese film focuses on the recent raising of the MRLs of glyphosate on the food supply, lack of safety, and health risks. Zen supported this film by not only appearing in it and sharing her family's story but also connecting and coordinating interviews with several notable Americans such as Robert F. Kennedy Jr, Dwayne "Lee" Johnson, the first plaintiff to sue Monsanto, Bob Quinn and Kamut grain farmers, scientist Ignacio Chapera, and others. This movie was released in 2021 and has been seen by about 13,000 people in 40 major movie theaters and 50 public screenings throughout the country. As awareness is raised, the number of people who are asking for organic food and insist on safer food without glyphosate and toxic chemical residues are sure to move the food policies in the right direction. We are thrilled with the seeds that have been planted in 2021 and look forward to the growth of the healthy food movement in 2022.



**“Hearing the voices of farmers who are working hard not for the economy but for the future of children, the world will change and be saved by spreading those people all over Japan and around the world. I was able to have a sense of expectation that it might be. I hope this documentary will resonate with everyone in Japan.” -Yukio Hatoyama (former Prime Minister)**



Our work continues to expand across the world. One example, one mother in Balerno, Scotland, reached out to let us know our work inspired her and a group of local activists to have their whole town go pesticide-free, bringing the community together in a delightful and inspiring way. They pulled weeds, raised awareness about the benefits of pollinators with a local youth insect club, and eventually got their town and neighboring town to stop using toxic chemicals.





## Sharing Solutions



Solutions can take many forms, including information, activities, products, kind words, and actions. At MAA, before the start of the year, we proclaimed 2021 would be the year of finding solutions. Solutions are what we are about. Solutions are what all moms are about. This year MAA published over 100 new blogs, studies, and data pages on our website. Zen Honeycutt also submitted an average of 8 articles per month to relevant outlets. This new information was selected to keep you informed of important information that could make a difference in your life and that we believed you would want to know.

We were very proud of our volunteer team who compiled data and wrote a report on the True Savings of Organic Food, which showed that organic food cooked at home truly is more cost effective than eating out at fast food American restaurants. The savings is significant and we encourage our supporters to continue to share the reality of the benefits of organic food.

Zen participated in nearly 40 interviews (including one for an upcoming movie by the producers of Kiss the Ground to be released in 2023), posted a monthly column in Masters of Health magazine, and made numerous LIVE announcements - all to make new people aware of the support that MAA could offer them or share information with our MAA members. We expanded our solutions store to include over a dozen new products for all aspects of your families' life and all areas of your home.

**"Life is in upheaval. We can react to it. Or with each moment choose to breath and create." -- Zen Honeycutt**



We finally found a solution for providing access to regenerative organic staple foods to share with our supporters in 2021 via an [American Regenerative Organic farmer](#) that sells flour and beans that will ship directly to consumers. Sixth-generation Wisconsin farmers Mark and Lucy Doudlah and their family kicked the habit of GMO chemical farming and switched to organic regenerative agriculture in 2008. We love finding and showcasing farms that are leading the transition to healthier

solutions in our food system. This year we also initiated heavy metal and [nutrient testing](#) on Doudlah's regenerative organic beans, along with conventional and organic beans, and found that the regenerative organic bean samples tested were more nutritious. In 2022 we hope to secure funding to do further testing and show the benefits of regenerative organic farming across the board.



We were thrilled to provide solutions to our supporters in the form of access to experts and product solutions. We shared, for example, the weekly Q&A calls by mom and doctor [Dr. Michelle Perro](#), the new book [Toxic Legacy](#) by Stehanie Seneff, Ph.D, and promoted numerous webinars and summits that provide solutions unavailable on mainstream media. We shared the [ENOUGH! Initiative](#) and encouraged our followers to connect on the new platform [KnoWeWell](#), to support connection and community. We wrote extensively about the available solutions exposed by the [Heartland Health Research Alliance](#) that we could partake in right now, if only our policy makers made choices for the best of public health and not corporate profit.

HOA Landscaping and home gardening solutions are also very important to our supporters, who now know that Roundup and toxic chemicals are imperative to avoid close to home. The number one argument that we hear when we suggest permaculture and organic landscaping methods is that hand-pulling labor is too expensive. So, in 2021 we [exposed the toxic chemicals being sprayed in HOAs](#) and worked with one of our favorite farmer educators, and Student of the Soil, Howard Vlieger, to showcase his unique approach to sustainable and non-toxic weed control. His solution is called [Contact Organic Weed Terminator](#) and when used according to the label, it can even help regenerate the soil.



In 2021, as in each year since our inception, MAA has partnered with - dads. Dads have always been a huge part of Moms Across America (as have aunts, uncles, grandparents, and others!), but this year we continued our partnership with Champion Dad, Dr. Eric Plasker, chiropractor. [Dr. Plasker](#), the father of 3, is one of the best champions a mom can have to create a healthy family. We are grateful to have him as an [MAA partner](#).

Together, in addition to supplying solutions, we've held manufacturers, legislators, and CEOs to account. And through it all, we took time to share a much-needed laugh and smile and appreciate each other.

## Our Advisors

Moms Across America advisors are invaluable. They play a continuous role in advising us and guiding us in the work we do and we are extremely grateful for their time and commitment to Moms Across America, as well as the work that they each do in the world.



**Robert F. Kennedy, Jr.** ★  
Chairman of Childre's Health  
Defense ★ ★



**Ruth Weistrich** ★  
President of the Weistrich  
Foundation ★



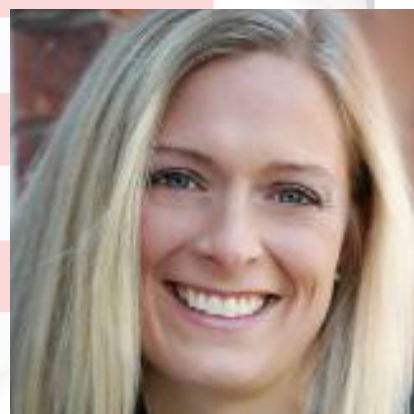
**George Klabin**  
Founder of Klabin Marketig



**Don Huber**  
Emeritus Professor of Plant  
Pathology - Purdue University



**Anita Wilson**  
President of the Gerson  
Institute



**Beth Lambert**  
Executive Director of Epidemic  
Answers

## Our Board Members

A big thank you to our board members who support us in everything!



**Carol**  
Board President



**Natalie, RN**  
Board Treasurer



**Kelly**  
Board Member

## Looking Forward

**"With the new day comes new strength and new thoughts."**

**--Eleanor Roosevelt**

We've said it before, and we'll say it again, the best is yet to come. At Moms Across America, we always believe that the best is yet to come. It's part of the mom's job description. We know it won't always be easy. Sometimes it will be messy and disappointing, and challenging. But with an unlimited supply of motivation, we will take anything, and everything life has to throw at us...together. We know from experience that with breakdowns come breakthroughs.

Thank you, our supporters, for being with us on this journey. We know that you believe not only in change but in your power to help make it happen. Time and time again, you have proven yourselves to be true forces of nature...moms.

As we move into 2022, we plan to communicate more, because communication is a vital part of the change. We want to hear from you, and we want others to hear from all of us. If there are people in power who haven't heard from us yet, this year they will. Together we can move mountains - and we have the intention and motivation to do so. At MAA, we are fueled by LOVE.

**"Motherhood: All love begins and ends there."**

**—Robert Browning**